

FIGURE 2

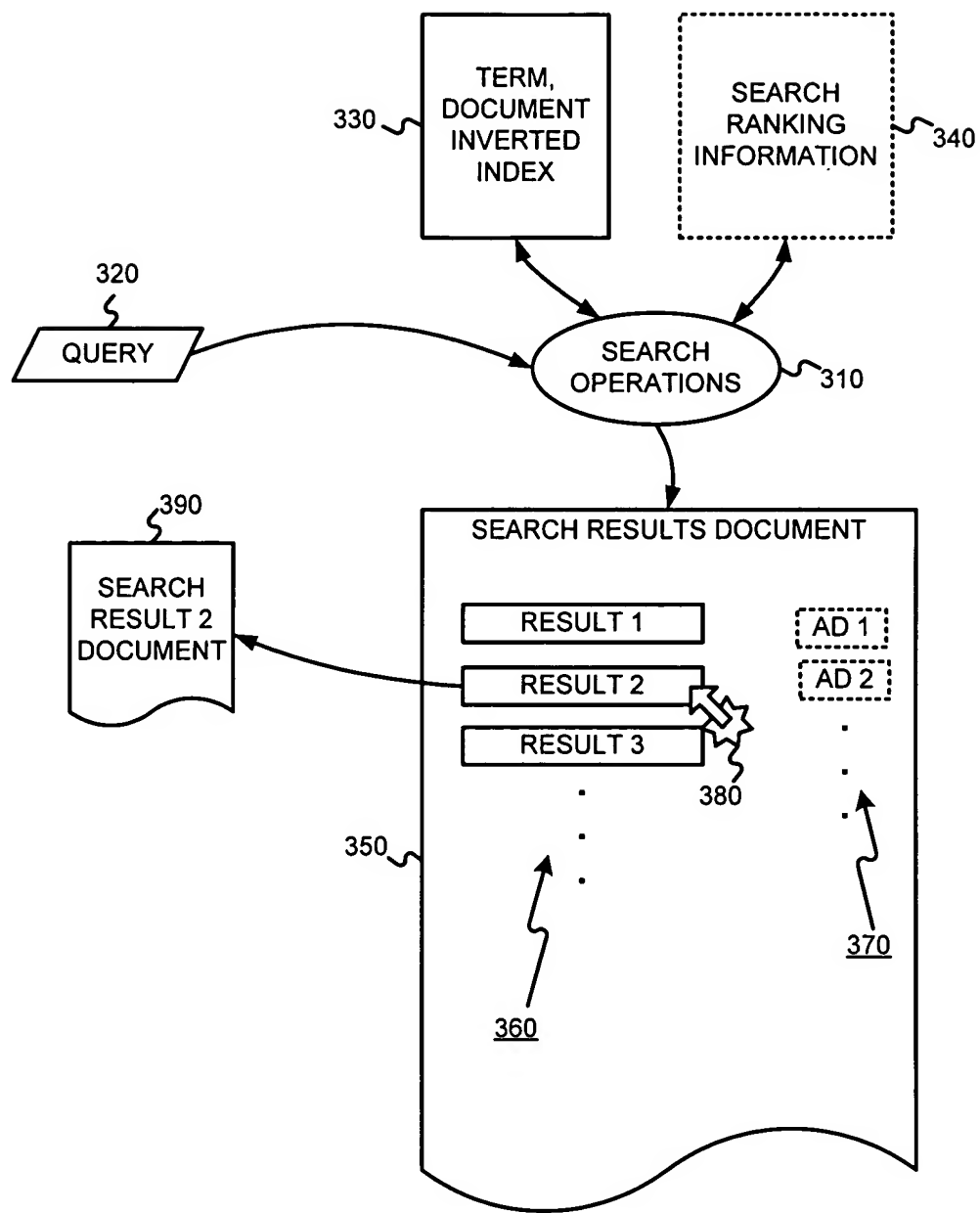


FIGURE 3

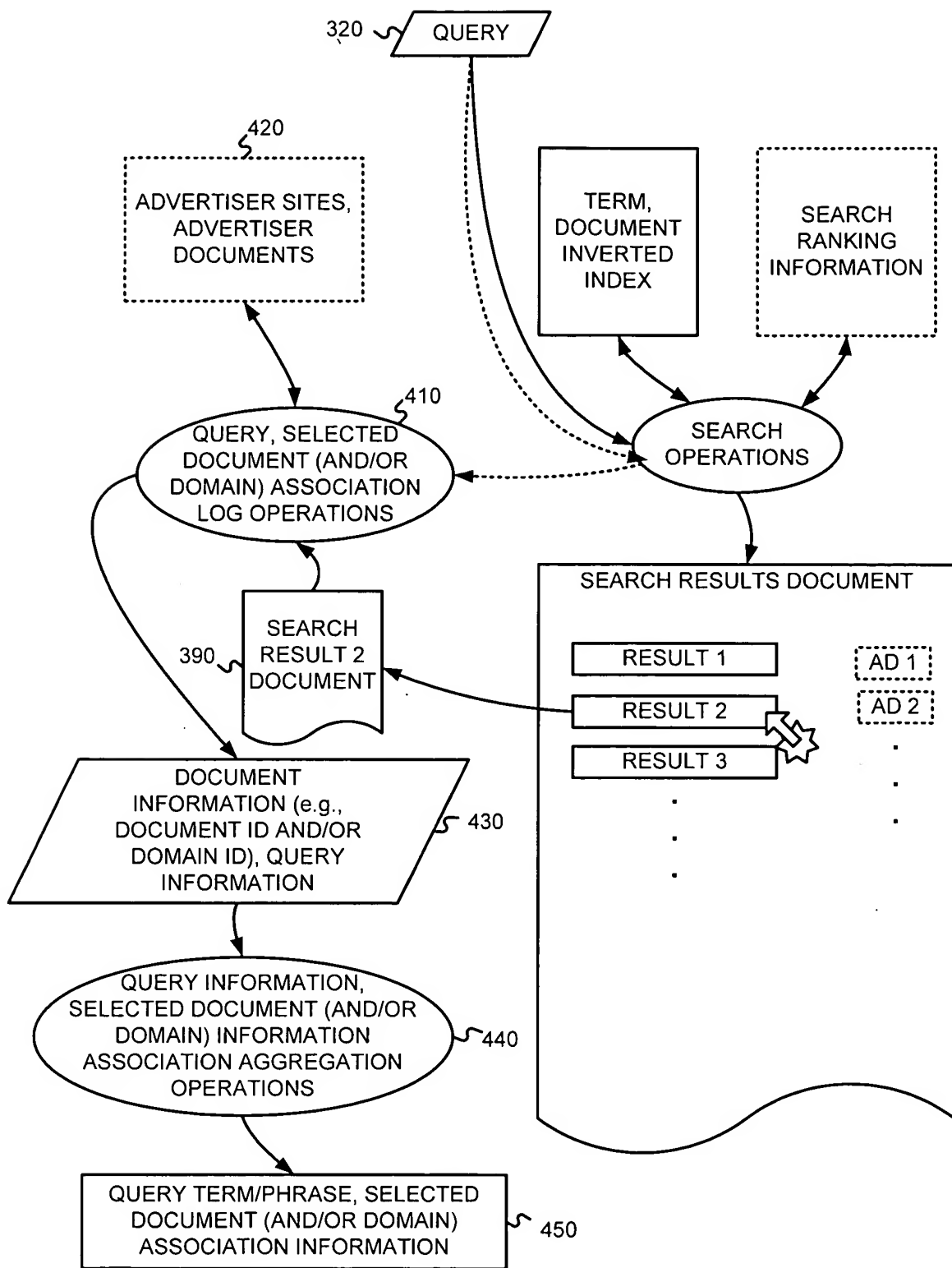


FIGURE 4

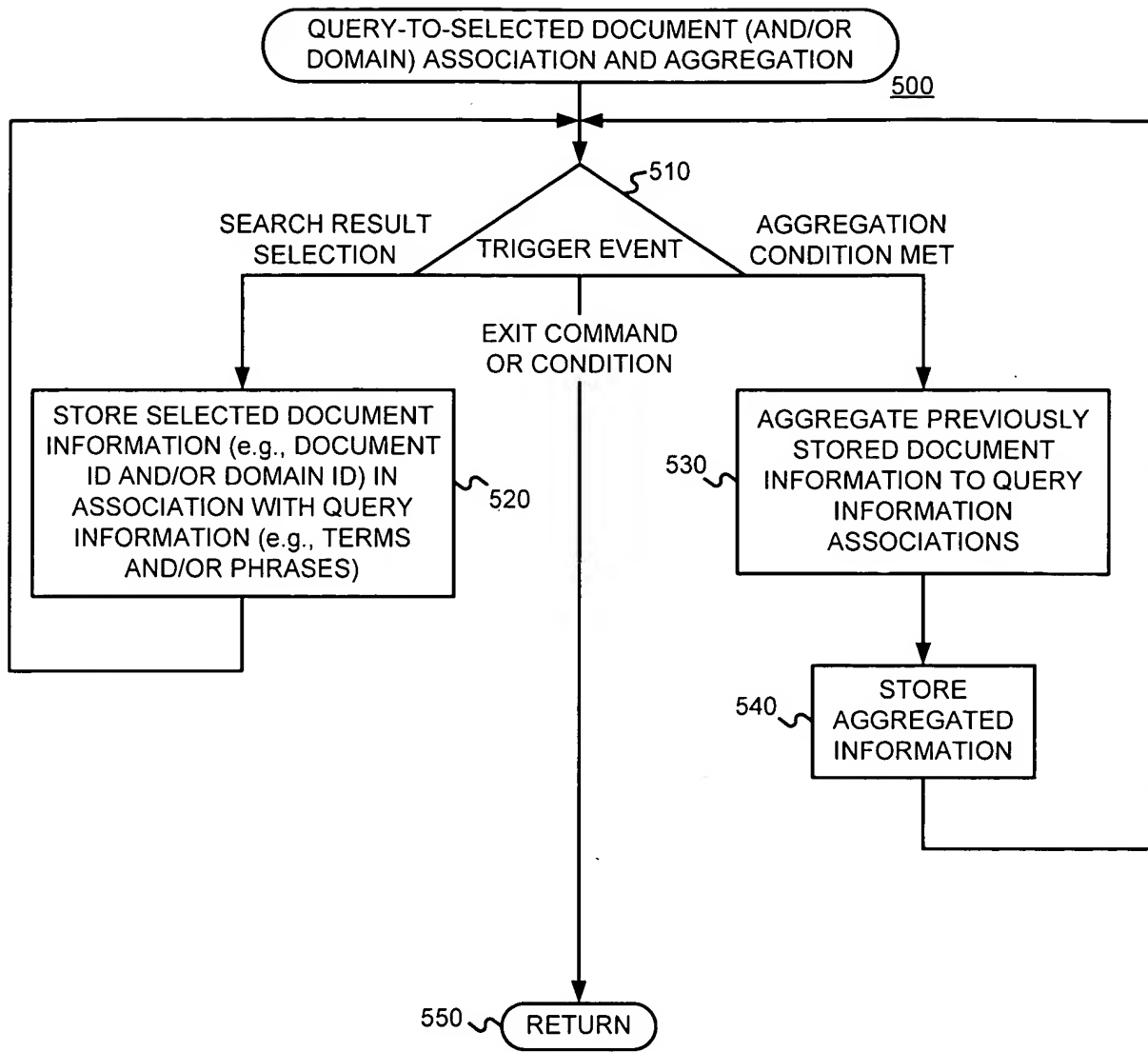


FIGURE 5

SELECTED DOCUMENT ID, QUERY TERM INVERTED INDEX	
DOCUMENT IDENTIFIER	TERM 1 (PHRASE 1), TERM 2 (PHRASE 2), ...
.	.
.	.
.	.

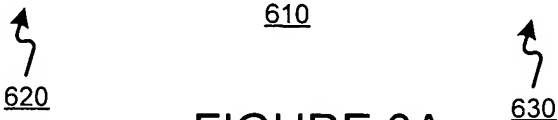


FIGURE 6A

SELECTED DOCUMENT ID, QUERY TERM INVERTED INDEX	
DOCUMENT IDENTIFIER	{TERM 1 (PHRASE 1),COUNT}, {TERM 2 (PHRASE 2), COUNT}, ...
.	.
.	.
.	.

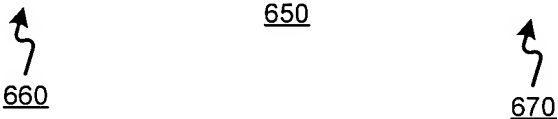


FIGURE 6B

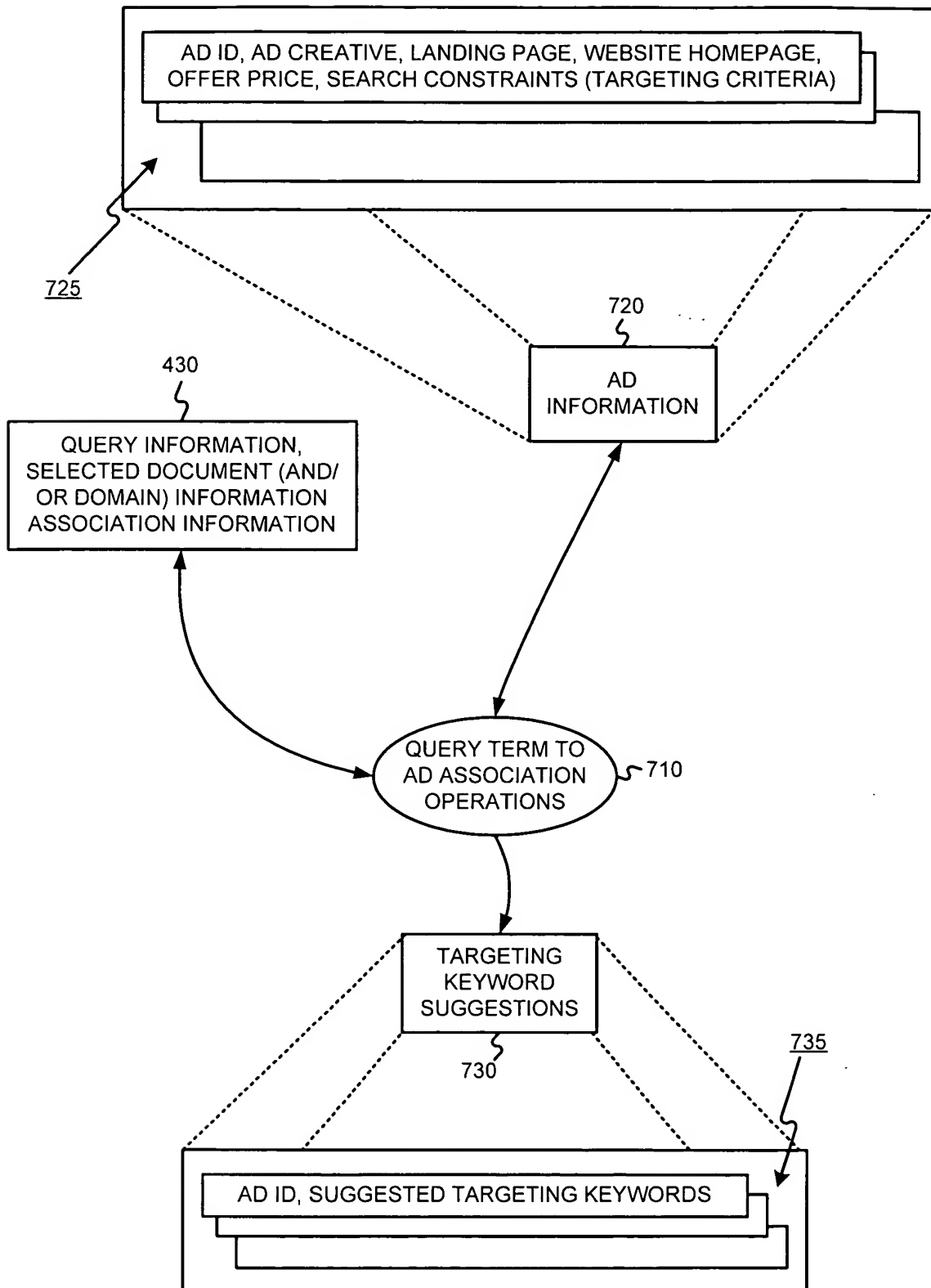


FIGURE 7

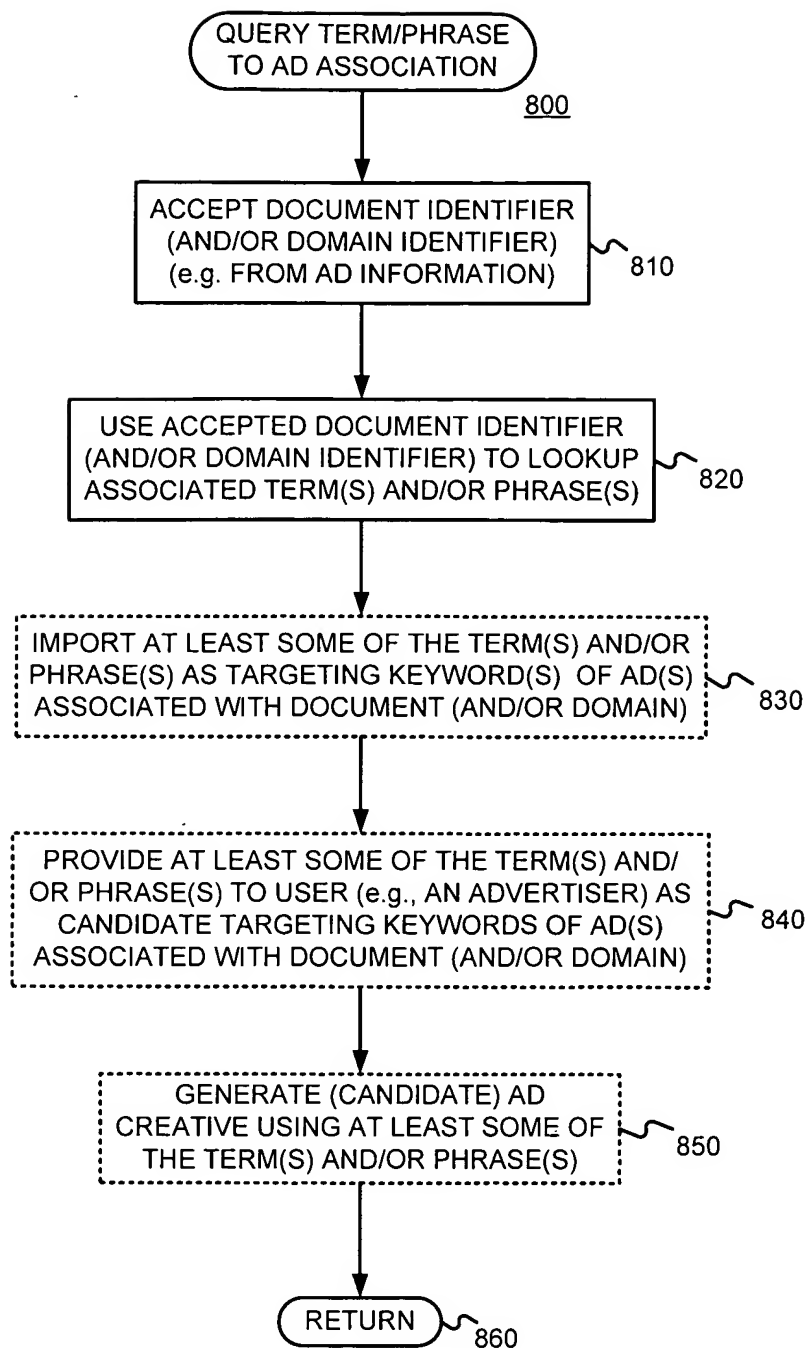


FIGURE 8

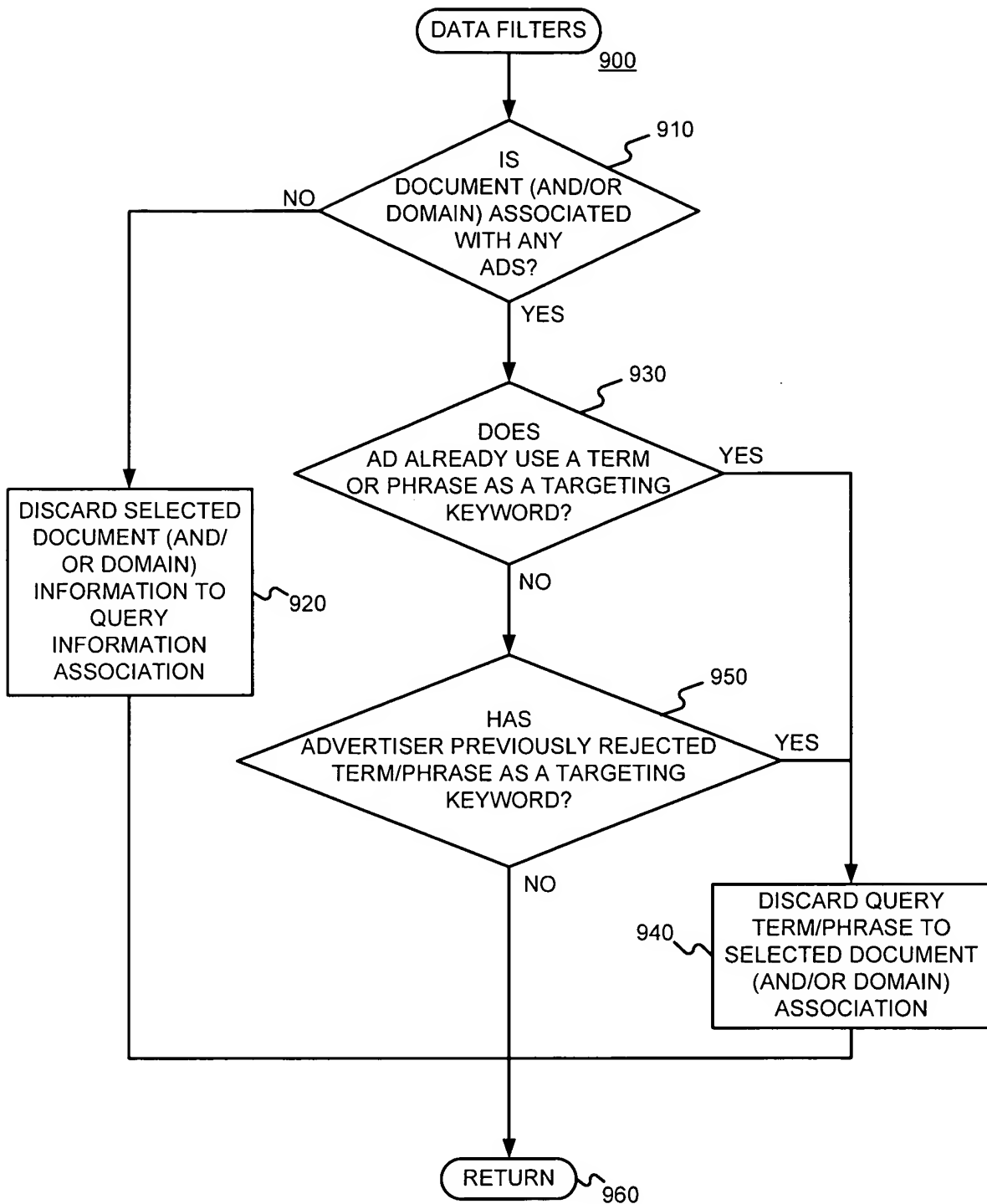


FIGURE 9



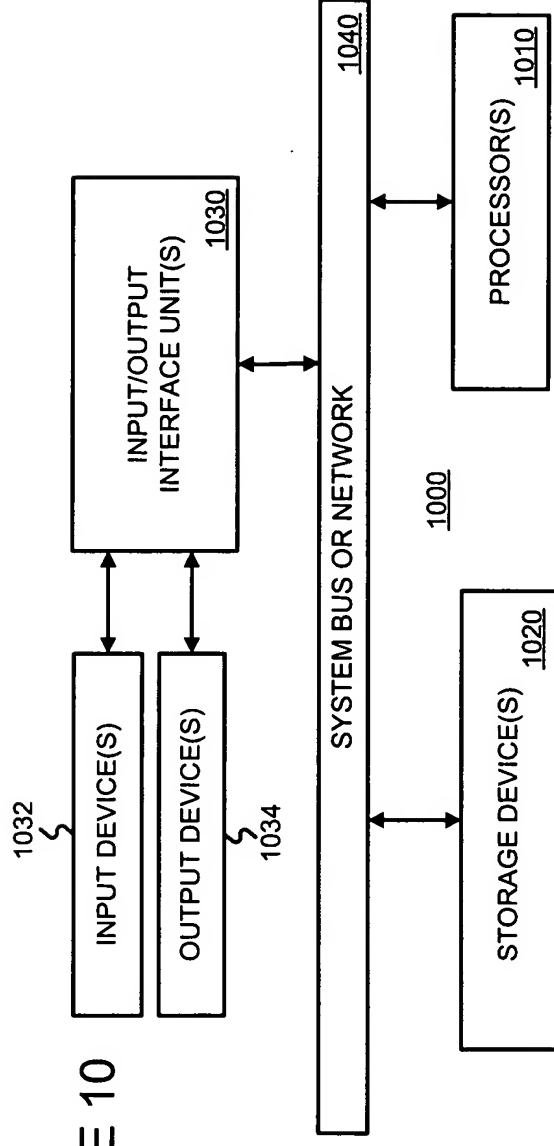
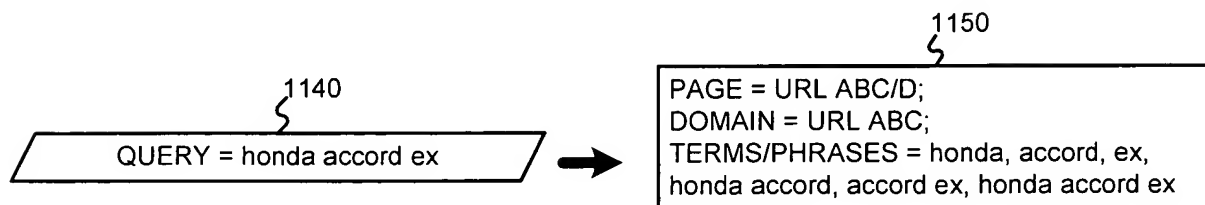
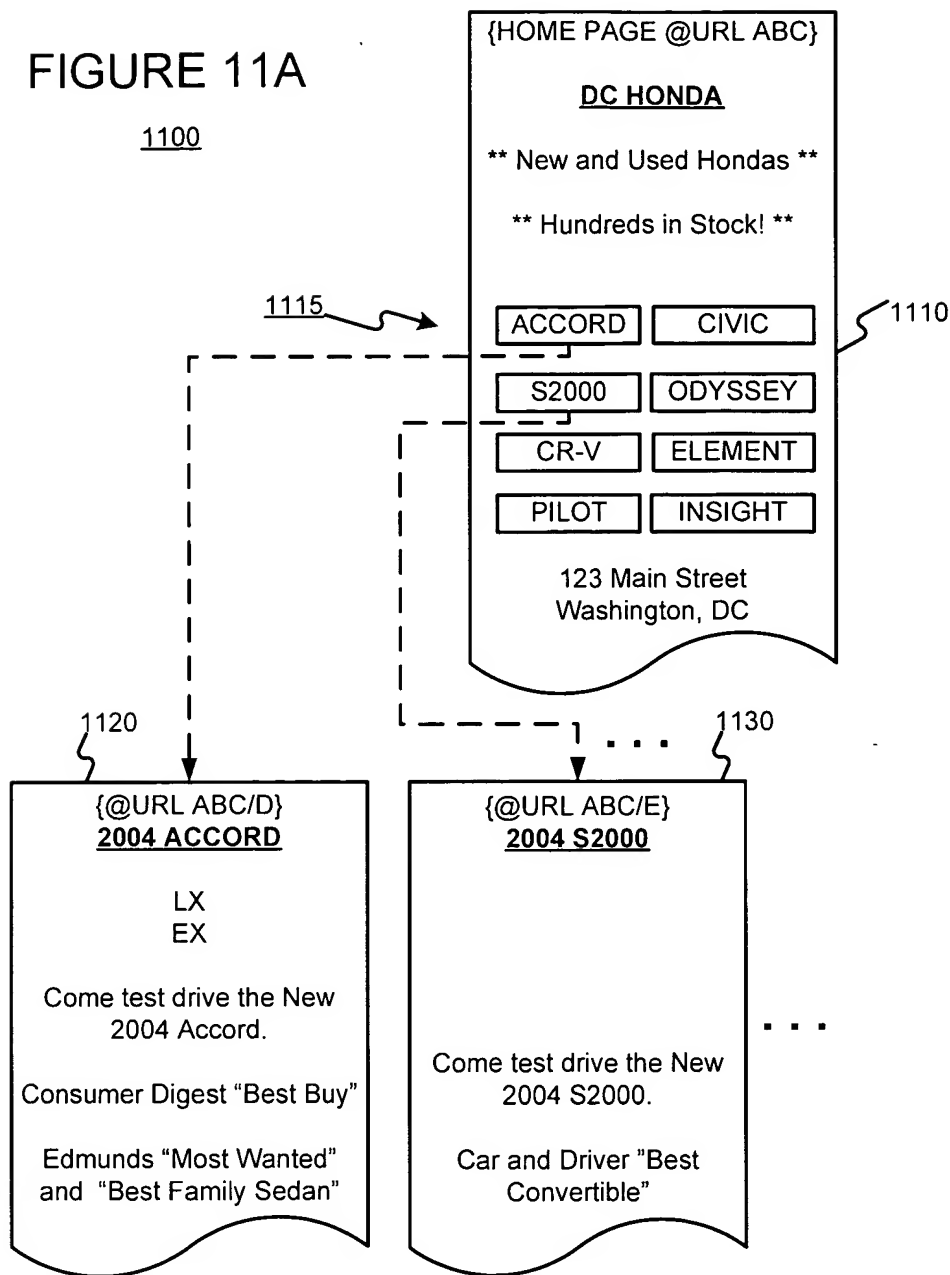


FIGURE 10

# FIGURE 11A



# FIGURE 11B

URL	TEXT AND PHRASE COUNTS
.	.
.	.
.	.
ABC/D	{honda accord,180},{accord,111},{honda accord ex,50},{honda,27},{ex,12},{test drive,8},{edmunds,2}
.	.
.	.
.	.

1162

1160

1164

FIGURE 11C

AD\_ID=15872; DOC\_ID=ABC/D; DOMAIN\_ID=ABC;  
 TARGETING KEYWORDS = "honda accord," "accord,"  
 "honda accord ex," "ex," "test drive," "edmunds,"...  
 CREATIVE LINE 1 = "BUY {HONDA ACCORD}"  
 CREATIVE LINE 2 = "Low Prices!!! Huge Selection!!!"  
 CREATIVE LINE 3 = "www.abc.com/d"

1170

FIGURE 11D